



Lincoln University

BA 306 – Business Research Methodology.

COURSE SYLLABUS

Department of Business and Economics

Spring, 2014

Credit: 3 units (45 lecture hours)
Instructor: Dr. Alexander Anokhin
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Office Hours: By arrangement

Required textbook: William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin “Business Research Methods”, 9th edition, South-Western / Cengage Learning, 2010 (ISBN-10: 1111826927
ISBN-13: 9781111826925)
(Previous editions are OK)

Revised: December 26, 2013

Catalog description

The course objective is to prepare the student for the later BA 399, MBA Research Project. Emphasis is on practical work and not on memorizing or deriving formulas. Ethical aspects of research are featured. Students are expected to develop understanding and practice in research techniques, writing of short reports, use of statistical tools and presentation techniques, preparation of effective tables and diagrams, as well as footnotes and bibliographical references. (3 units) Prerequisites: BA 45 or BA 241, BA 301, BA 304

Course Objectives

Upon successful completion of this course, students should be able to:

1. Understand the scientific method as well as requirements for a high quality research.
2. Clearly identify relevant business problem and design business research activities.
3. Conduct business research and collect various types of data.

4. Employ major business research methods.
5. Acquire improved analytical, communicative, and research skills.
6. Apply acquired knowledge in working on the Research Project (BA 399).

Procedures and methodology

Lecture method is combined with in-class discussions, case studies and home assignments of various kinds. Core concepts identified from the textbook will be augmented with supplementary sources (made available to students on the class website) and applied to the real life situations during class activities.

This course contains a lot of theoretical and abstract ideas that can only be made practical through class activities and discussion. Therefore class participation is essential to the success of the course.

Class Rules

This list of rules is the product of experience (rather than arbitrary ideas of “how classes should be run”) and is designed to keep the course effective and convenient for **everyone**. Therefore the rules that are outlined here will be followed with **no exceptions** (in order to preserve fairness all exceptions would have to be offered to everyone, and this is neither feasible nor possible).

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time. Showing up late disturbs the natural flow of the lecture and affects everyone’s experience. Usually, up to 10 minutes of “grace period” is allowed. However, if students choose to show up 10 minutes into class on a regular basis, this rule will be reviewed and no one will be allowed after the start of the class.
3. Note, that the only email that students are allowed to use is the one provided by the Lincoln University. Once you receive an invitation to the course website, make sure to set up your profile in such a way that it would be possible for the instructor to identify you - use your name (as it is in the Lincoln University records) as your primary ID and your Lincoln University email as you secondary ID as well as a profile photo.
4. Submissions of home assignments will be conducted via the course website only (Canvas Instructure). **Absolutely no hard copy or email submissions will be accepted!** The acceptable format for assignment submission is .txt, .doc, .docx, and .pdf.
5. All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 2% points). Since all assignments are available on the website and outlined in the present syllabus with due dates clearly visible, the fact that you haven’t been in class when the assignment was given cannot be used as an excuse to submit it later.
6. End-of-module quizzes and in-class workshops cannot be made up.

7. No cheating and no plagiarism, please! Detected cheating/plagiarism will result in “F” for the assignment. (This rule is very strictly enforced, no exceptions!).
8. All grades will be made available to students through the course website.

Exams

The exams (or quizzes, as they are called in the course outline) will consist of questions based on lectures, assigned chapters and supplementary reading. There will be three quizzes in the course. As a rule, they will consist of a multiple choice and short answer questions.

The final exam (last day of classes) will be comprehensive, with a special emphasis given to several key topics of the course (this will be further explained in class).

Group Project

Every student must work in a group to prepare a research proposal. Students are given time before the first workshop to form a group of their choosing and sign the group up on the course website. If a student is not a part of the group one week ahead of the first workshop, the group assignment will be completed by the instructor. After this point, no changes are allowed.

While this is a group work, each member of the group is expected to have a thorough understanding of all parts of the project.

The topic of the research proposal will be selected during the “Problem Definition Workshop” (held in class), possible data collection tools will be identified and developed during the “Data Collection Workshop”, and the whole project will culminate in a in-class presentation during the penultimate class of the course.

Groups are expected to present their research proposals during the class (using visual aids) as well as submit a brief outline of the proposed research (not more than 2 pages).

Group Project Grading Criteria:

- Content
- Use of time
- Style

Research projects must comply with the Lincoln University guidelines.

Assessment Criteria

All assignments, quizzes, projects and exams are evaluated using the indicated system:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D

80-82	B-	0-59	F
77-79	C+		

Tentative Weights

Attendance	5%
Homework and in-class activities	20%
Project	25%
Mid-term Exams	25%
Final Exam	25%

Course Outline

	Topic	Chapter	In-class Activity
1	Introduction. Scientific Method, Theory Building, and the Overview of the Business Research Process.	Ch. 1 - 4	
	Defining Research Problem	Ch. 6	
	Problem Definition Workshop		Defining a Problem for Research Proposal
2	a) Quiz 1 b) Qualitative Research Toolkit	Ch. 7	Quiz 1: Problem Definition (first half of the class)
	a) Secondary Data Collection b) Survey and Observation	Ch. 8 - 9, 11	
	Experimental Research	Ch. 12	Creating Questionnaire for the Research
	Measurement and Scaling Concepts in Business Research	Ch. 13 -14	

	Data Collection Workshop	Ch. 15	Creating Sample Questionnaire for the Research Proposal
	Sampling Design and Procedures	Ch. 16	
	Determination of Sample Size	Ch. 17	
3	a) Quiz 2 b) Editing and Coding	Ch. 19	Quiz 2: Data Collection Methods (first half of the class)
	Overview of Data Analysis Methods: Basic, Bivariate	Ch. 20 - 23	
	Overview of Data Analysis Methods (cont'd): Multivariate Analysis	Ch. 24	
	Course Project Presentation		
	Final Exam (Comprehensive)	Ch. 1 - 25	